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- Rogers selling Syracuse, Southern California systems
- Pay Per View Takes Center Stage at NATPE
- Court rules against plaintiff in Denver franchise suit
- New basic net to use LO programming

CableVision™

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Playing A&E in the key of E

Arts & Entertainment enters year two

Leading the week 9-21

Warner Amex Communications Inc. Vice President of Programming Scott Kurnit says negotiations have taken place with several firms concerning PPV projects.

Showtime/TMC PPV

Showtime/TMC doesn't have a pay-per-view strategy in place, despite an entrance into discussions with Warner Amex Cable about PPV involvement in its interactive Qube franchises.

Limited partnerships

Cable company executives are reassessing their financing plans in light of the recent flattening of the limited partnership market. In urban areas across the country, franchisees who initially planned to finance builds through limited partnership offerings are starting to consider alternative financing vehicles.

Rogers' loss

Rogers Cablesystems announces the sale of its Syracuse, N.Y., system and discloses that its operations in Southern California are on the block as well. Meanwhile, company officials report that Rogers' net loss doubled in the preceding fiscal year to total $30 million in the year that ended Aug. 31.

'Get out your LO'

"Get out your LO" is the major operator pitch organizers of United Satellite Network are sounding for a new ad-supported basic service they expect to premiere later this spring.

Lifetime revamp

The phone lines ring off the hook for Lifetime's first week of reformatted talk-back programming, as the service picks up new ad contracts from Colgate-Palmolive, Warner Lambert and Del Monte.

NATPE conference

Twenty-second annual NATPE conference attendees are presented the vision of a pay-per-view future to supplant VCRs as the preferred distribution medium for home video. Motion Picture Association President Jack Valenti delivered this prognosis in a keynote address at the premiere gathering of broadcast television's programmers.

First Amendment suit

An appeals court has dismissed a First Amendment lawsuit challenging City Council's authority to award an exclusive cable franchise. The decision left intact a lower court ruling that the plaintiff, Mountain States Legal Foundation, did not have standing to bring suit.

Laissez faire

The FCC introduced a Notice for Proposed Rule Making in an ongoing effort to let the marketplace regulate cable performance.

Man of the Year

Jim Mooney and Jack Valenti square off on copyright, while Peter Ueberroth, *Time*'s "Man of the Year," forecasts cable's chances for 1988 and future Olympics television rights at a New York industry forum.

Jack Valenti (pictured) sparred with Jim Mooney on the issue of copyright fees.

Features

A&E Network: Shunning the low profile approach

Associate Editor Cecilia Capuzzi reports on the steps that The Arts & Entertainment Network is taking to heighten the public's awareness of the service and wipe out its ill-deserved reputation for "high-brow" programming. Nickolas Davatzes, president and CEO, Andrew Orgel, vice president of affiliate marketing, and A&E's vice president of advertising sales and marketing, Whitney Goit, comment on the network's national advertising blitz and efforts to fine-tune its programming fare. See pages 24-27.

Jack Frazee: New technology, new questions

John Frazee, president of Centel Communications Co., chairman of the board of C-SPAN and member of the Council for Cable Information's board, shares his thoughts on new technology with regard to the cable industry. Editor Victoria Gits talks to him about voice and data transmission, business systems and cable television, as well as such topical issues as the tenuous relationship of telephone and cable companies in major U.S. markets. See pages 28-30.

Review 22

Commenting that *Threads* "is everything *The Day After* was supposed to be," Reviewer Robert DiMatteo commends the British/Australian production premiering this month on SuperStation WTBS. The film is coupled with a documentary, *On the 8th Day*, and an informative panel discussion and makes its point without excessively gruesome special effects.

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Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH).....84,233,330
Homes passed by cable (HP).....58,274,000
Percent of TVHH passed by cable.....69.2%
Basic cable subs.....32,761,000
Percent of TVHH with basic cable.....38.9%
Percent of HP with basic cable.....56.2%
Pay cable subs.....19,624,000
Percent of TVHH with pay cable.....23.3%
Percent of HP with pay cable.....33.7%
Percent of basic subs with pay cable.....59.9%

Figures are as of Aug. 31, 1984.
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	Transponder
AP News Cable	6
ARTS and Entertainment	1
Bonneville's Easy Listening (audio)	3
Cable Jazz Network (audio service)	8
CBN Cable Network	8
CNN Headline News/CNN Radio	14
Cinemax (East)	20
(West)	23
Country Coast-to-Coast	3
C-SPAN	19
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (East)	24
(West)	13
HTN	16
Keyfax National Teletext Magazine	6
The Learning Channel	16
Seeburg/Lifestyle Music	3
Lifetime	17
Love Sounds (audio service)	8
Moody Broadcasting Network (United Video/audio service)	3
The Movie Channel (East)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	18
New England Sports Network	13
Nice and Easy (audio service)	8
Nickelodeon	1
Professional Education Network	16
PTL	2
Reuter Monitor Service	18
Reuter News-View	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
SPN	6
Sports Time Cable Network	4
Sportstracker	3
SSS	6
Stardust	3
Star Ship Stereo	6, 8
UPI Cable News (text)	3
UPI Customized Cable News (text)	6
USA Cable Network	9
(during blackout)	22
Video Hits One	15
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3

Satcom IV (RCA Americom)	Transponder
American Movie Classics	10
Biznet (Viacom)	15
Bravo (ESPN)	2
In-Touch	3
Madison Square Garden	6
National Christian Network	7
Pacific Cable Network	24
Playboy Channel	12
The Prime of Life Network	7
Santa Fe Communications	23
Satellite Jazz Network, KKGO-FM	17
SCAN	3
Sheridan Broadcasting Network	7
The Silent Network	16
SportsVision	9
Star Ship Stereo	3
Trinity Broadcasting Network	17
WPIX	19

Comstar D-4 (AT&T/GTE)	Transponder
Country Music Television (CMTV)	18H
KTVT (Dallas)	22H
The Playboy Channel	20H
SelecTV	13V

Galaxy I (Hughes)	Transponder
BET	17
Business Times	9
CBN	11
Cinemax	19
CNN Headline News	3
CNN/CNN Radio	7
C-SPAN	13
The Disney Channel	4,24
Dow Jones Cable News	18
GalaVision (SIN)	20
HBO (East)	23
Home Team Sports	12
The Movie Channel (East)	10
(West)	16
The Nashville Network	2
Showtime (East)	5
SIN	6
SSS Cabletext	18
WOR-TV	15
WTBS	18

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	3,300,000	(10/84)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	2,013,000	(10/84)
4	Cox Cable Communications	1,540,533	(10/84)
5	Storer Cable Communications	1,459,000	(10/84)
6	Warner Amex Cable Communications	1,191,000	(1/85)
7	Times Mirror Cable Television	993,789	(11/84)
8	Continental Cablevision	939,000	(10/84)
9	Newhouse Broadcasting	873,198	(11/84)
10	Viacom Cablevision	785,000	(10/84)
11	UA Cablesystems Corp	694,225	(11/84)
12	United Cable Television	679,572	(10/84)
13	Sammons Communications	649,000	(11/84)
14	Rogers Cablesystems	588,604	(10/84)
15	Cablevision Systems Development	560,000	(10/84)
16	Comcast Cable Communications	472,512	(11/84)
17	Heritage Communications	433,748	(10/84)
18	Telecable Corp	427,885	(11/84)
19	Jones Intercable	406,401	(10/84)
20	Capital Cities	365,000	(11/84)
21	Wometco Cable TV	300,430	(11/84)
22	Century Communications	285,000	(7/84)
23	Prime Cable	275,158	(10/84)
24	Daniels and Associates	269,139	(11/84)
25	Multimedia Cablevision	262,048	(11/84)
26	TCA Group	257,150	(10/84)
27	Centel Cable Television	255,394	(11/84)
28	American Cablesystems Corp	243,066	(10/84)
29	MacLean Hunter Cable TV	237,903	(10/84)
30	Cable Vision Industries	233,535	(10/84)
31	McCaw Communications	224,000	(10/84)
32	Scripps-Howard	210,225	(10/84)
33	Colony Communications	193,209	(10/84)
34	Adelphia Communications	191,286	(11/84)
35	Service Electric Cable TV	189,500	(12/84)
36	Rollins Cableview	185,800	(10/84)
37	Tribune Cable Communications	180,268	(11/84)
38	Communications Service	179,000	(12/84)
39	Cablentertainment	174,067	(10/84)
40	Buckeye Cablevision	169,623	(11/84)
41	Western Communications	151,354	(11/84)
42	McDonald Group	139,585	(6/83)
43	Adams-Russell Communications	137,084	(11/84)
44	Harte Hanks Communications	136,050	(10/84)
45	Harron Communications	132,644	(10/84)
46	Midcontinent Cable Systems Co	128,180	(10/84)
47	Falcon Communications	120,575	(10/84)
48	Sutton Capital Group	119,895	(9/84)
49	Midwest Video Corp	118,102	(9/83)
50	Harris Cable Corp	112,895	(10/84)
51	Televents	112,500	(11/84)
52	Armstrong Utilities	107,846	(10/84)
53	Communications Systems Inc	94,655	(4/84)
54	Multi-Channel TV Cable	94,334	(10/84)
55	Greater Media	93,300	(11/84)
56	Summit Communications	92,821	(10/84)
57	Lenfest Group	92,763	(10/84)
58	McClatchy Newspapers	83,447	(10/84)
59	King Videocable Co	82,772	(10/84)
60	Perry Cable TV	82,201	(11/84)
61	Cencom Cable Associates	81,022	(1/85)
62	The Essex Group	80,556	(10/84)
63	U.S. Cable Corp	80,000	(10/84)
64	WEHCO Video	76,862	(11/84)
65	Acton Corp	74,245	(10/84)
66	Palmer Communications	74,041	(11/84)
67	Omega Communications	74,000	(10/84)
68	Wabash Cablevision	68,752	(11/84)
69	Susquehanna Broadcasting	68,560	(10/84)
70	Booth Communications	67,360	(10/84)
71	Cable Management Associates	64,626	(11/84)
72	Sonic Cable TV	64,522	(7/84)
73	Pencor Services	62,014	(10/84)
74	Omni Cable TV	59,578	(11/84)
75	Selkirk Communications	56,007	(11/84)
76	Marsh Media	55,483	(10/84)
77	National Telecommunications	51,300	(11/84)
78	Simmons Communications	48,366	(10/84)
79	Wisconsin Cablevision and Radio	48,123	(11/84)
80	United Video Management	47,679	(8/84)
81	First Carolina Communications	46,600	(12/84)
82	Joseph Gans Cable TV	42,803	(10/84)
83	Helicon	42,613	(10/84)
84	Chambers Communications	42,383	(10/84)
85	Matrix Enterprises	41,974	(10/84)
86	Whitney Communications	41,650	(10/84)
87	Donrey Cablevision	41,209	(11/84)
88	Masada Corp	40,000	(11/84)
89	New England Cablevision	37,198	(11/84)
90	Marcus Communications	37,163	(10/84)
91	Northland Communications	37,000	(11/84)
92	Combined Cable Corp	36,200	(11/84)
93	Multivision Group	35,398	(10/84)
94	Cable Holdings	33,711	6/84
95	Star CATV Investment	33,449	(11/84)
96	The Daily Press	30,378	(10/84)
97	United Broadcasting	30,000	(3/84)
98	Mid American Media	28,523	(11/84)
99	Teltron Inc	27,147	(11/84)
100	The Karnack Corp	26,427	(7/84)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.
*Figure does not include Tele-Media acquisition; last reported basic subscriber count for Tele-Media was 277,450 (12/83).

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	251,263	(11/84)
2	Woodbury (Long Island), NY	Cablevision Systems	235,000	(10/84)
3	San Antonio, TX	Rogers Cablesystems	200,459	(10/84)
4	Manhattan, NY	ATC	187,900	(12/83)
5	Houston, TX	Warner Amex Cable	180,000	(10/84)
6	Florida Division	ATC	179,800	(12/83)
7	East Orange, NJ	MacLean Hunter	166,923	(10/84)
8	Wayne, NJ	UA Cablesystems	134,000	(11/84)
9	Cincinnati, OH	Warner Amex Cable	126,000	(10/84)
10	Englewood, CO	United Cable	125,000	(12/84)
11	Tulsa, OK	United Cable	117,679	(10/84)
12	Audubon, NJ	Independent	117,591	(10/84)
13	Atlanta, GA	Prime Cable	117,453	(11/84)
14	Baltimore County, MD	Comcast	112,000	(10/84)
15	Tidewater (Norfolk), VA	Cox Cable	110,717	(11/84)
16	Erie County, NY	Prime Cable	109,970	(11/84)
17	Rochester, NY	ATC	108,600	(12/83)
18	San Jose, CA	Gill Industries	106,000	(11/84)
19	Jacksonville, FL	Continental	100,820	(10/84)
20	Austin, TX	ATC	98,900	(12/83)
21	Toledo, OH	Buckeye Cablevision	97,669	(11/84)
22	San Juan, PR	Harris Cable	97,512	(10/84)
23	Honolulu, HI	ATC	97,100	(12/83)
24	Central Islip (Long Island), NY	Viacom Cablevision	97,000	(10/84)
25	Seattle, WA	Group W Cable	96,260	(10/84)
26	Manhattan, NY	Group W Cable	95,750	(11/84)
27	Memphis, TN	ATC	94,300	(12/83)
28	Jefferson Parish/Kenner, LA	Cox Cable	93,364	(11/84)
29	San Francisco, CA	Viacom Cablevision	89,000	(10/84)
30	Wilmington, DE	Rollins	84,000	(10/84)
31	Grand Rapids, MI	General Electric	82,468	(11/84)
32	Dallas, TX	Warner Amex Cable	82,000	(10/84)
33	Wichita, KS	Multimedia Cablevision	81,399	(11/84)
34	Seattle, WA	Viacom Cablevision	81,300	(10/84)
35	San Diego, CA	ATC	78,900	(12/83)
36	Phoenix, AZ	Times Mirror	76,785	(11/84)
37	New Orleans, LA	Cox Cable	74,443	(11/84)
38	Boston, MA	Cablevision	73,000	(10/84)
39	Pittsburgh, PA	TCI	73,000	(10/84)
40	Pompano Beach, FL	American Cablesystems	72,000	(10/84)
41	Richmond/Henrico County, VA	Continental Cable	71,900	(11/84)
42	Flint, MI	Comcast	71,000	(10/84)
43	Broward County, FL	Storer	69,932	(10/84)
44	Tacoma, WA	Independent	69,725	(12/84)
45	South Texas, TX	Heritage	67,207	(10/84)
46	South Bend, IN	Heritage	67,120	(10/84)
47	Clearwater, FL	Newhouse	67,000	(11/84)
48	Santa Monica, CA	Group W Cable	66,543	(11/84)
49	Louisville, KY	Times Mirror	66,427	(11/84)
50	Cleveland Heights, OH	Viacom	66,000	(10/84)
51	Baton Rouge, LA	Daniels & Associates	65,296	(11/84)
52	Jefferson County, KY	Storer	65,260	(10/84)
53	Charlotte, NC	ATC	64,600	(12/83)
54	Indianapolis, IN	Wabash Cablevision	64,267	(11/84)
55	Nashville, TN	Viacom	64,000	(10/84)
56	Buffalo, NY	TCI	63,220	(11/84)
57	Columbus, OH	Warner Amex Cable	62,000	(10/84)
58	Boston Complex (Malden), MA	Warner Amex Cable	61,264	(11/84)
59	Oklahoma City, OK	Cox Cable	61,215	(11/84)
60	Chicago Suburbs (Oak Park), IL	Cablevision Systems	61,000	(10/84)
61	Allentown, PA	Service Electric Cable	60,000	(1/84)
62	Santa Barbara, CA	Cox Cable	59,970	(11/84)
63	Akron, OH	Warner Amex Cable	59,923	(11/84)
64	Syracuse Suburbs, NY	New Channels	59,842	(11/84)
65	St. Petersburg, FL	Group W Cable	59,809	(10/84)
66	Monterey, CA	Western	59,315	(11/84)
67	Kansas City, MO	ATC	59,100	(12/84)
68	El Paso, TX	Group W Cable	58,661	(10/84)
69	Snohomish County, WA	Viacom	58,600	(10/84)
70	Hartford, CT	Times Mirror	58,378	(11/84)
71	Harrisburg, PA	Sammons Communications	58,000	(11/84)
72	Las Vegas, NV	Times Mirror	57,363	(11/84)
73	Sarasota, FL	Storer	56,985	(10/84)
74	New Britain, CT	United Cable	56,893	(10/84)
75	Worcester (Leicester), MA	Greater Media	56,227	(11/84)
76	Des Moines, IA	Heritage	56,196	(10/84)
77	Bridgeport, CT	Cablevision Systems/ Scripps-Howard Coaxial Communications	56,000	(10/84)
78	Columbus, OH	Midcontinent Cable/TCI	55,712	(11/84)
79	Madison, WI	Storer	55,585	(10/84)
80	New Haven, CT	Independent	55,385	(10/84)
81	Allentown, PA	New Channels	55,000	(10/84)
82	Binghamton, NY	Storer	54,920	(11/84)
83	Albany, GA	Cablenet	54,870	(10/84)
84	Mt. Prospect, IL	TCI	54,710	(11/84)
85	Port Arthur, TX	UA Cablesystems	54,000	(11/84)
86	Westchester County (New Rochelle), NY	Falcon Communications	54,000	(11/84)
87	Los Angeles, CA	Storer	53,500	(10/84)
88	Charleston, SC	Telecable	53,445	(10/84)
89	Lexington, KY	Times Mirror	53,228	(11/84)
90	Escondido/San Diego, CA	Warner Amex Cable	52,845	(11/84)
91	Canton, OH	Tribune Cable	52,098	(11/84)
92	Albuquerque, NM	Viacom	51,885	(11/84)
93	San Rafael/Marin County, CA	ATC	51,600	(10/84)
94	Shreveport, LA	ATC	51,400	(12/83)
95	Winston-Salem, NC	ATC	50,833	(10/84)
96	Jackson, MS	ATC	50,700	(12/83)
97	Birmingham, AL	ATC	50,000	(12/84)
98	Reading, PA	ATC	50,000	(12/83)
99	Omaha, NE	Cox Cable	48,561	(11/84)
100	Moline, IL	Cox Cable	48,125	(10/84)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.